



Viewpoint



Sheron Sumner, Manager, Women's Education Center, (left) and Susan Nicholson, Secretary, Women's Education, look for information in the Women's Health Library.

I N S I D E

Around the Hospital

- 3 20th Annual NICU Reunion Draws a Crowd
- 5 Employees Unite for United Way Campaign and Exceed Goal

Managing Care

- 4 PPR Helps Physicians Better Manage Their Practices

Quality Plus

- 6 Customer Service Important to Organization's Success
- 6 Hot Line Established for Merger Questions

Women's Education Center Develops New Programs

Providing personalized healthcare throughout every stage of life is the hallmark of The Women's Hospital. Today, with a major emphasis on preventive healthcare, education plays an even more important role in this continuous process. This is why the programs and services provided by the Women's Education Center are such an integral part of The Women's Hospital.

The Women's Education Center has served as a resource for women in the community for six years by offering seminars, classes and half-day programs on a variety of issues important to women. From childbirth and parenting issues to breast health, self esteem and

menopause, The Women's Education Center offers something for every woman, no matter what age or stage of life. This year is no exception - the Women's Education Center has planned a diverse assortment of programs for the upcoming spring quarter.

Directing the programs for 1997 is Sheron Sumner, who began the position of Manager of Women's Education Center in late September. Sheron brings with her a wealth of experience in program planning, education and marketing. Before joining The Women's Hospital, she served as Project Director for three National Cancer Institute funded studies in the School of Nursing

at the University of North Carolina at Chapel Hill. Previously, Sheron was Regional Vice-President managing community nutrition education programs for the Dairy Council of the Southeastern United Dairy Industry Association. In this role, she developed and marketed nutrition programs for a four-state region.

Sheron holds a PhD. in Nutrition from the University of North Carolina at Greensboro, a Master's degree in Nutrition from Ohio State University and a B.S. in Family and Consumer Science Education from East Carolina University. She has presented a number

Women's Education Center Develops New Programs *from page 1*

of research reports on both the national and state levels, published research in several professional journals and publications, and held various leadership positions with professional associations and community organizations.

At The Women's Hospital, Sheron will be involved in the planning, development and implementation of all women's education programs for the community, as well as with overseeing the Speaker's Bureau, the Women's Health Library and the Community Education Advisory Board. "I'm pleased to have a chance to move into a position where such a strong program has already been established," Sheron said. "My goal is to build on this foundation and bring the Women's Education Center's programs to an even higher level of excellence."

One method of achieving this goal is with the addition of the *Women and New Directions: The Middle Years* program. Designed especially for women ages 35 and up, this program will begin in January 1997. Participants will be referred by their physician or enter through self-referral. A health assessment, completed upon entrance to the program, will identify health risks and concerns which may need attention. Women will then attend a two-hour general lecture that will give an overview of women's health needs at middle life.

After attending the lecture, participants are encouraged to attend any or all four middle life seminars, one offered every two to three months, and covering four specific topics: hormone replacement therapy (HRT); nutrition and the female fat cell; managing stress and depression; and health risks and medical concerns. There are also optional programs women can choose to attend within the *Women and New Directions: The Middle Years* program, including six-week exercise, nutrition and stress management classes.

"There are not a lot of resources available in the community to help women through the transition of middle life," Sheron said. "For this reason, we have developed the idea of a middle life program." Aging has traditionally been viewed negatively in our society, she added, and that is unfortunate. "Our purpose in *Women and New Directions: The Middle Years* is to help women realize that middle

life can be a beautiful time of self-realization, self-fulfillment and growth. It is also an important time for women to take care of their health to prevent chronic illness as they age," she said.

"Middle life is a time for women to pause and reflect on their life," Sheron said. "We want to help women reconnect with themselves and it's difficult to do this with only a one-time program. That's why we've developed a comprehensive program." As Sheron explained, women spend much of their lives focused on taking care of others, as someone's mother or wife, and often don't make time for themselves. Middle life gives women a chance to reassess their lives and refocus on their health needs. "Women often don't have the capability to see this on their own and may need a little nudge to help them move forward," she said. "This program is a way of doing this — by stressing the positive aspects of middle life and how health can be enhanced, we can help women build their confidence and self-esteem."

Other projects Sheron will oversee include the Women's Health Library and the Speaker's Bureau. The Women's Health Library offers women in the community a convenient resource where they can explore the latest information on women's health through books, magazines, audio and video tapes and through the Health Reference computer system. Sheron has also recently reorganized the Speaker's Bureau by developing 15 program topics including middle life, nutrition, health concerns, parenting, and mental health, which can be presented to community groups. "The Speaker's Bureau is another way we can offer resources to the community. It offers an option for women who want current health information but cannot attend a program here," she said.

The Women's Education Center relies on the concept that healthcare is an ongoing process and women have needs throughout their life cycle. "It's extremely important for women to learn more about their body and take responsibility for their health," Sheron said. "Women need to know more about appropriate treatments and how to manage medical conditions such as osteoporosis, heart disease, diabetes, cancer, or depression, as well as the changes that come with middle life and how

managing them can enhance their quality of life. It's never too late for women to take charge of their health - it can make a difference for them and their family today and in the future."

"A major goal for the Women's Education Center is to help women in the community see that Moses Cone Health System can be a resource for health services and education regardless of their stage in life," she added.

UPCOMING WOMEN'S EDUCATION PROGRAMS

**Driven to Distraction:
Recognizing Learning Difficulties in
Pre-school and Elementary-Age
Children**

January 7, 7 pm - 9 pm

**Friends at Last: Women & Food
Nutrition and Exercise —
What's In, What's Out for '97**

January 18, 8:30 am - 3 pm

**Driven to Distraction:
Recognizing Learning Difficulties
in Pre-teens and Adolescents**

January 23, 7 pm - 9 pm

The Headache Dilemma
January 28, 7 pm - 9 pm

**Sex, Love and Babies: How a Baby
Changes Your Relationship**

February 4, 7 pm - 8:30 pm

**Growing Up and Liking It:
A Sexuality Workshop for
Parents and Teens**

February 6, 7 pm - 9 pm

**Eating Well, Living Well:
Reducing Your Risk of Heart Disease**

February 25, 7 pm - 8:30 pm

New Tactics for Tantrums

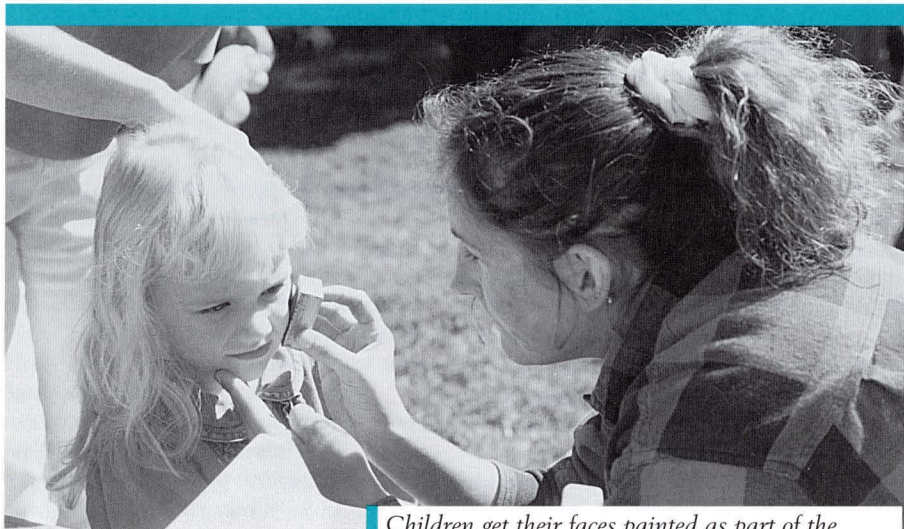
February 26, 6:30 pm - 8:30 pm



20th Annual NICU Reunion Draws a Crowd

More than 350 family members of NICU graduates attended the 20th Annual Neonatal Intensive Care Unit Reunion held on October 5, 1996, at The Women's Hospital. Families had a chance to reunite with staff members for an afternoon of fun activities, games and refreshments. The theme of this year's reunion was "Fire and Safety Awareness," and children visited

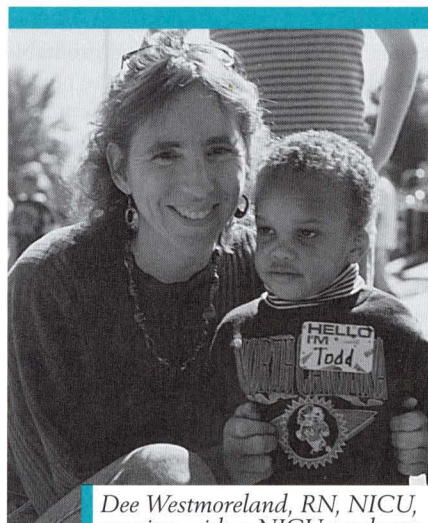
with firemen from fire station #12 and had their photo taken with Ranger Bear. The Greater Greensboro Society of Medicine Alliance also gave out redeemable coupons for a free smoke alarm as part of their S.A.F.E. Baby program.



Children get their faces painted as part of the many activities at the NICU Reunion.



Sharon Hice, RN, NICU, visits with families of NICU graduates.



Dee Westmoreland, RN, NICU, reunites with a NICU graduate.



Adam Brauns, grandson of Cassandra Thacker, Secretary, Nursing Administration, tries on the fireman's uniform with firemen from Station #12.



Ranger Bear poses with children for photos throughout the day.

PPR Helps Physicians Better Manage Their Practices

Managed care digs deep into the pockets of physicians. It forces them to reduce costs, yet maintain a high standard of care. The challenge to deliver care more efficiently is a matter of survival for most providers. While our market is only beginning to feel the effects of managed care, physicians are already accepting contracts with health maintenance organizations (HMOs) and searching for ways to streamline the delivery of care.

To help ease the transition into a managed care environment and ensure success, Moses Cone Health System asked area physicians how we could help. Physicians responded by asking for a resource to help them manage the business aspects of their practices, said **Tim Rice**, *Executive Vice President, Health Services*.

To enable physicians to concentrate on practicing medicine, rather than office administration, Moses Cone Health System created a management services organization (MSO) called Piedmont Practice Resources (PPR).

PPR offers physician practices assistance with a wide variety of business functions. PPR acts as a financial partner with physicians and provides services such as office management, consulting, billing, information systems management, facilities management, financial management and group purchasing programs on a contractual basis. MSOs are designed to assist physician practices in operating more efficiently and, ultimately, more profitably.

Our one-year-old PPR, which currently works with 11 practices, may provide only one service for one client. Another client may request a full-service agreement that includes managed care contracting, hiring employees, billing patients, collecting payments and managing the computer system. Steered by an advisory board of physicians, practice managers and Moses Cone Health System representatives, PPR is wholly owned by Moses Cone Health System.

"One thing we found in researching MSOs was that practices were not positioned well with insurance providers," Rice said. "PPR can help groups get contracts and understand billing."

PPR benefits physicians by providing access to experts in practice management. PPR currently has 29 employees working in a variety of positions. Front desk staff and nurses are employed by PPR to work in physician offices. A controller, information systems manager, financial analyst, practice consultant, billing manager and billing staff work within the PPR offices. This is especially attractive for small practices that often do not have on their staff the professional management required to function in today's complex environment.

"By assisting with the business aspects, PPR can help practices stay healthy," Rice said. "This keeps physicians working for physicians."

MSOs are gaining in popularity around the country and with good reason, said **John Kerndl**, *Administrator, PPR*.

"As groups become more involved in managed care, operating the practice becomes more complicated, and the practice may simply outgrow its talent," Kerndl said.

Understanding group operations and contracts with payers will be even more important as the area's managed care market matures. Even traditional fee-for-service plans are becoming more complex and require knowledge that has not been necessary in the past.

"A challenge for physicians is to remain efficient and profitable as their practices grow and the number of new contracts increases," Kerndl noted. "PPR can help practices manage their growth."

For more information about Piedmont Practice Resources, contact John Kerndl, (910) 272-4204.

Congratulations! Employees Unite for United Way Campaign and Exceed Goal

A record \$271,133 was raised by Moses Cone Health System employees in the 1996 United Way Campaign, which ended November 1.

"The employees have truly shown how much they care for our community," said Beckie Knight, Director, AHEC, and United Way Steering Committee Chairman. "With the many changes that we're experiencing in our organization, it was possible for us to lose sight of the needs of people in the community. But we really came through and exceeded last year's campaign."

Organization Dedicates Habitat House

It isn't every day that you see a physician driving nails or a human resources team member painting a wall. Since June, more than 250 Moses Cone Health System employees have spent their Saturdays making the organization's second Habitat for Humanity house a reality. On Saturday, November 23 employees gathered to dedicate the completed house, located at 3935 McIntosh Street.

Participants in the ribbon-cutting ceremony were: Dennis Barry, Moses Cone Health System President; John Forbis, Habitat for Humanity of Greater Greensboro Board of Trustees; Charles Huff, Executive Director, Habitat for

Also this year, she noted that employee participation reached 53 percent and the Chairman's Society grew from 66 to 76 members in 1996. Last year, Moses Cone Health System employees pledged \$264,535 to United Way and had 50 percent participation.

"This year's total exceeded last year by \$6,598. And at a time when there is great need in the community, what our employees have done makes a tremendous difference," Beckie said.

Humanity of Greater Greensboro; Project Leader Rick McKinney, Pharmacy Services; and Anita Laverne and her family, who will purchase and live in the house.

According to McKinney, the project shows the organization's dedication to the community. "Everyone has pulled together to see that the house is completed," McKinney observed. "The organization showed its commitment to the project — from our Board of Trustees who got us started with the initial \$20,000 donation, to the employees, physicians and dentists who raised the remaining \$22,500, to everyone who has helped build the house."

Fire and Safety Program Well Attended

The Annual Fire and Safety Education Program held on October 4-19 was a huge success. Ninety-five percent of staff attended, with 56 percent of departments achieving 100 percent participation. Staff from all departments participated in the program's planning and presentation. Committee members solicited over \$950 in gifts from employees and area businesses for a prize drawing at the end of the program.

Book Fair a Success

The Reading is Fun Book Fair held on November 13 and 14 was a big success with approximately 1/3 of all employees attending. The Women's Education Center will receive \$775 from the book sales to put toward purchasing new books and materials for the Women's Health Library.

This year's book fair offered a variety of childrens books, cookbooks, educational books and bestsellers at 40-70 percent off retail prices. A prize drawing was also held both days and Deborah Smith, Purchasing Assistant and Peggy Hicks, RN, PACU, each received a \$50 gift certificate to purchase books. Thanks to everyone who came out and supported this event. Look for another book fair to be held again in 1997 offering even more titles.

AUXILIARY UPDATE

Volunteers are busier than ever with the approaching holidays. All babies born during December 16 - 31 will go home in hand-made Christmas stockings made by members of the Auxiliary.

The Gift Shop also has lots of gift ideas for the holidays — look for the arrival of some very special holiday sweaters. Please welcome new Gift Shop employee, Bonita Fleming, who will work weekends. And don't miss the annual Poinsettia Sale on Friday, December 6.

Thanks to all employees who helped make our September Gold Sale a success. And thanks to Alice Maddox, Gift Shop Chairman, and Millie Nassif, Auxiliary President, who represented the Auxiliary volunteers at the recent NCHV/A Conference.



Customer Service Important to Organization's Success

Continually finding ways of improving customer service is a key element of the QualityPlus model. Both external and internal customers are crucial to our success as an organization. Two ways of tracking how we are doing with our external customers is through patient satisfaction surveys and the Patient Helpline. A way of tracking how we are doing with our internal customers within our organization is through interdepartmental surveys.

Based on feedback from these mechanisms, we know we are doing very well in pleasing our customers. But there is always room for improvement, and using these tools, we can find the areas where we need to make changes. "Many improvements have been made based on feedback from patient satisfaction surveys," said Ginger Penley, Director of Volunteer Services and Patient Relations. "Patients often make good suggestions and offer constructive criticism through these surveys and the Patient Helpline." Some examples of improvements that have been made as a result of patient comments include the installation of a phone in the surgical waiting area, adjusting the cafeterias hours, and extending the Baby Photo program to seven days a week.

Other ways we can continue to improve our customer relations is by practicing the PLEASE model when dealing with customers. This model focuses on listening and empathizing with a customer, especially in situations where a customer may be very agitated and confrontational. Another way is to determine Quality Indicators — what key interactions or procedures can we modify to better serve our customers.

A good example of putting the PLEASE model as well as quality indicators into place is in the Radiology department. Patients waiting to have ultrasounds or mammograms could wait long periods of time before they were seen due to large patient volumes and because of other patient emergencies being added to the schedule. Helen

Sullivan, Director, Radiology, knew this was a dissatisfier with patients, so she is having a sign made and posted in the waiting area that asks patients to notify admissions staff if they waited longer than 20 minutes. "The sign," Helen added, "also explains to patients that there may be patients with emergencies that are seen before those with appointments. It's our hope that informing patients about why someone else may be seen before them will help with possible frustration."

Based on team recommendations from the Women's Medical and Surgical Care Unit, Admitting Nurses and OR staff, printed materials for inpatients and outpatients who have surgery are currently being re-designed and consolidated into one packet. This new packet allows patients to access information prior to admission, while they are in the hospital and after they return home. "Having all the information in one packet makes it easier for the patient to understand their surgical procedure," said Nancy Wilkinson, RN, Case Manager, Gynecology/Oncology/Post-Partum Care Management. The new packet will include patient education about surgical procedures as well as general information about the hospital and their stay. The materials have also been designed to add pertinent information to meet each patient's individual needs, such as a patient having a hysterectomy will receive a separate piece explaining that procedure. "These materials have been re-designed in an effort to integrate all components of surgery - the pre-visit, the procedure itself and their after-care," she added.

"Customer focus also involves re-thinking how we deliver services or present information from a customer's point of view, putting yourself in your customer's shoes," Nancy said. "This is exactly what our team did by examining how we provide surgical patients with information prior to their surgery."

Follow the PLEASE Model when dealing with customers:

- P - Present time - give the customer or co-worker your undivided attention
- L - Listen to your customer, acknowledge what they say and how they feel.
- E - Empathize, put yourself in your customer's shoes.
- A - Ask questions to pinpoint the exact problem.
- S - Summarize and take responsibility for the problem without accepting the blame.
- E - Extra effort to do more than your customer expects.



CALL THE HOT LINE WITH MERGER QUESTIONS

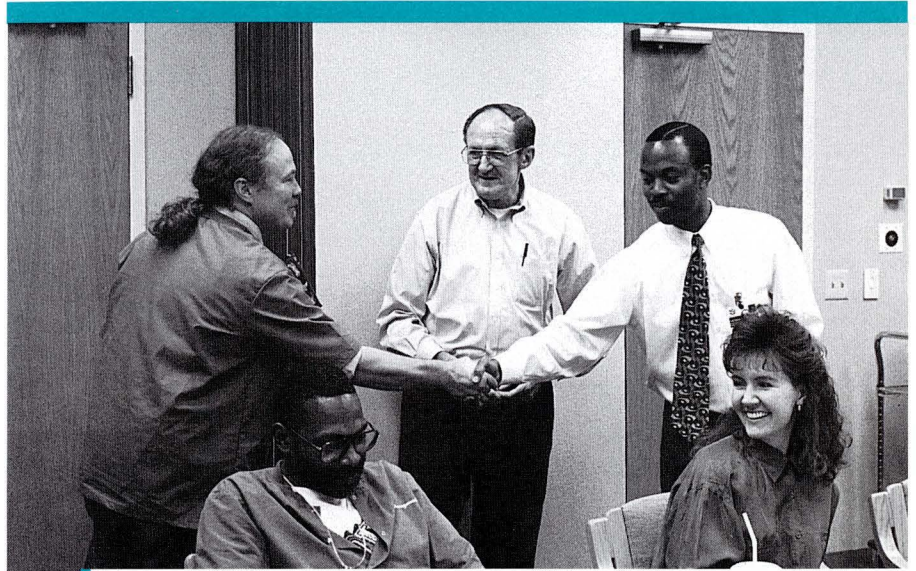
Moses Cone Health System and Wesley Long Community Hospital have established a merger hot line for employees to address questions and comments. The hot line number is **910-332-7323**.

Answers to your questions will then be printed in an upcoming newsletter, *Partners in Progress*, dedicated to merger news. While there may be no new developments in the coming months, the newsletter will explain the merger process and respond to employee questions as the process unfolds. All hot line calls are anonymous.

Look for future editions of *Partners in Progress* for updates on merger news and answers to your questions.

Materials Management Team Receives Recognition

During National Materials Management Week (September 29 - October 5), Vic Fischer, Director, Purchasing, and Joe Davis, Supervisor, Materials Management, recognized several employees who had gone above and beyond their regular duties. Four employees, Lesa Ireland, Jessie McLemore, Willie McDowell and Michael Holden, truly demonstrated teamwork when they pitched in and gave extra effort when they were short four staff members. At a special department meeting, these four were presented with gifts to recognize their hard work during this time. All Materials Management team members also received service pins to recognize their accomplishments over the years.



Vic Fischer, (center) , Director, Purchasing, and Joe Davis, Supervisor, Materials Management, recognize Michael Holden, Supply Technician II, as part of the Materials Management team who went above and beyond the call of duty.

We Receive Letters

To whom it may concern:

Last Thursday I was in your hospital for outpatient surgery. I was very anxious about the surgery. The only surgery I have had before this was a tonsillectomy, but I was so young, I didn't really remember it.

I just want to express my thanks to all of the staff I met with from admissions all the way through to my recovery - that would include admissions, anesthesia, lab nurses, prep nurse, nurse anesthetist, and recovery nurse. I don't remember everyone's names, but could you please pass my thanks on to each staff member? Also, I appreciated the follow-up phone call I received on Sunday morning after my surgery.

You all have a fine facility! I'll keep it in mind should I decide to have children. Again, thanks!

Sincerely,
Stephanie Kent

MAKING ROUNDS

Department: OB/GYN

Please welcome **Sharon Martin**, Secretary I.

Congratulations to **Georgia Presnell** on her promotion from Secretary I to Secretary II.

Department: Maternity Admissions

Reported by: Helen Snead

Congratulations to **Lisa Strandberg** on her promotion from RN II to RN III.

Department: Birthing Suites

Reported by: Maggie Conklin

Welcome to **Susan Dixon, NT, Bridget Rosenstock, RN, Dale Flotkoetter, RN, Sherry Shiminsky, RN, Ginger Burkhead, RN, and Gwen Stephens, NT.**

Congratulations to **Mary Early, RN**, on the birth of a son, Michael, on October 15.

Please congratulate **Michelle Warren, Sally Bynum, and Melissa Wilkins**, who were all recently promoted from RN II to RN III.

Department: Neonatal Medicine

Reported by: Allison DuBuisson

Please welcome **Sherrri Chandler, NNP.**

Dr. Larry Ransom has been named President-Elect of the Greensboro Medical Society and President of the NC Perinatal Association.

Department: Anesthesia

A big welcome to **Linda Burger, CRNA.**

Fran Tuohy, NA, has been elected to NC Association of Nurse Anesthetists as Director of Education District II, and will attend the National Assembly of States meeting of the AANA in Idaho on November 8 - 10.

Department: Care Management

Reported by: Myra Jackson

Welcome to **Grier Schwabenton, MSW, NICU Social Worker**

Department: Radiology

Reported by: Carla Waldron

Please welcome **Zau Ni and Barbara Taylor**, sonographers.

Department: Mother/Baby Unit

Reported by: Kathy Lawson Roekle

Welcome to **Sheonette Brown, NTI, Patti Bean, NTI, Jennifer Talley, NTI, and Carol Jones, NS.**

Congratulations to **Melissa McCraw Carroway, Diana Mebane McHenry, and Kathryn Lawson Roekle**, on their recent marriages.

Welcome to **Shanell Nichols, NTI, and Danielle Binse, NTI**, who recently transferred from Moses Cone Hospital.

Department: Personnel

Reported by: Susan Stevens

Please welcome the following new employees: **Annette McMillian**, Registration Representative, Admissions; **Laura Pass**, Nursing Secretary, Birthing Suites; **Audrey Matier**, Environmental Services; **Michelle Dube, RN II, NICU**; Physician Office Staff, Secretary I and **Debra Elkins**, Clerical Assistant III, Radiology.

Please congratulate the following employees on their recent promotions: **Eslie Holliday, RNIII**, Perinatal Education; **Druscilla McRae**, Hospitality Associate, Environmental Services; and **Shirley Armstrong**, Cook I, Nutritional Services.

Please welcome **Amy Nichols**, Pharmacy, who recently transferred from Unit 7151 at Moses Cone.

James R. Whiting

Executive Vice President

The Women's Hospital of Greensboro

Eileen Kerr

Director of Public Affairs

Cristi Phillips

Editor

Viewpoint is a monthly newsletter published by the Public Affairs department of The Women's Hospital of Greensboro. For more information, call 574-6532.



MOSES CONE HEALTH SYSTEM

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of Greensboro**

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